

THE 2010 PROGRESS

Arizona Department of Health Services

Summer 2002, Vol. 1, Issue 1

Our premier edition!

- Awards presented at April conference
- Communities tackle prevention issues
- Healthy Aging 2010

Mark your calendar:

Arizona Public Health Association Annual Meeting
September 11-13
Flagstaff

Mental Health Association
"Seeds of Success"
October 7-8
Phoenix

American Public Health Association Conference
November 9-13
Philadelphia

Arizona
Department of
Health Services

Mohave County Launches Health-E-Links

One of Arizona's most innovative 2010 mini-grants has been implemented in Mohave County by the Department of Health. The Health-E-Links website offers county residents a wide variety of resource information that can help them improve their health and access services. While most government websites tend to be more conventional than the private sector, Health-E-Links has used a clever marketing strategy to grab the community's attention. Radio spots are being broadcast throughout the county featuring a nurse



and a Joe Friday type character who makes it clear the website is presenting "...just the facts, Ma'am." Billboards are also planned that will bring attention to the web address. "We wanted this website to be like the 'yellow

pages' of health", said Patty Mead, Mohave County Department of Health Director. Patty and her team recently introduced the website to county health professionals at a series of luncheons.

First Healthy Arizona 2010 Conference Held



Left to right: Leader: Clarisa Logue; scouts: Andrea Logue, Katie Toci; leader: Jeanne Fenn; scouts: Alexis Contreras, Lisa Kondrat, Josi Albertini, Katrina Quiroz. Not pictured, leader, Cecilia Rosales.

Healthy Gente is a program along the U.S.- Mexico border that addresses a special set of Healthy People 2010 issues that are of most concern to border communities.

In October 2001, Girl Scout Troop #509 decided to respond to the Healthy Gente plan while pursuing their Silver Award. The scouts designed an education and

outreach program on Type 2 diabetes. Their three-part program includes: a presentation on the facts about the chronic effects of Type 2 diabetes; a short dramatic play to reinforce the information presented; and, a series of games played with the student audience that evaluates how well the children learned the material. This program is being presented to school-age children along the Arizona-Mexico border including schools on the Tohono O'Odham and Yaqui reservation. The presentation and materials have been translated into Spanish, Tohono and Yaqui.

First Healthy Arizona 2010 Award Recipients



*Left: Deb Christian
Arizona Perinatal Trust.*



*Right: Dr. Daniel T. Cloud,
Debbie McCune-Davis,
The Arizona Partnership for
Immunization (TAPI)*

HEALTHY AGING 2010 INITIATIVE LAUNCHED

According to the 2000 census, in the last decade Arizona had the third highest increase nationally of adults 65 and older. More Arizonans may be living longer but not necessarily healthier lives. Chronic illnesses such as cardiovascular disease, stroke, cancer, diabetes, and chronic obstructive lung disease are the most prevalent - and preventable - health problems in the state and significantly impact quality of life. Older Arizonans indicate that remaining active and independent with high quality of life are important. Currently there is a health disparity between what older adults have said they value as they age and what they experience.

In 2001, the Arizona Department of Health Services (ADHS) established the Healthy Aging 2010 project to promote the health and quality of life for older adults in Arizona and interface with the national Healthy People 2010 and Healthy Arizona 2010 agendas. The Healthy Aging 2010 project has developed a framework for collaborative health promotion planning that can be used by communities and all local, tribal, and state agencies as they assess, plan and develop initiatives and services for older adults in Arizona. The project can function to provide leadership, data on the health determinants of older adults and direct funding for mini-grants to community projects seeking to maintain optimal levels of health and wellness, effective chronic disease management, community-based independence, and access to quality of care for older adults. In 2002, eighteen health promotion and assessment projects were funded throughout the state. For additional information about the Healthy Aging project contact Ramona Rusinak, Project Manager at 602-364-0526 or via e-mail at rrusina@hs.state.az.us

A highlight of the 2010 conference, held as part of the annual Governor's Council on Health, Sports and Fitness Wellness Symposium, was the presentation of awards in each of the twelve Healthy Arizona focus areas. Team leaders considered all the contributions made in their area during 2001 and submitted the winning names for special recognition at the Friday luncheon. The awards went to the following individuals and organizations:

PHYSICAL ACTIVITY

JAN HANCOCK, American Trails and CATE BRADLEY, National Park Service

NUTRITION

COCONINO COUNTY DEPARTMENT OF HEALTH SERVICES

TOBACCO USE

MOHAVE COUNTY TOBACCO USE PROGRAM

SUBSTANCE ABUSE

NANCY SCHOEMIG, Arizona Department of Corrections

MENTAL HEALTH

LIANN HATHAWAY, CIGNA Healthcare of Arizona

RESPONSIBLE SEXUAL BEHAVIOR

MARGARET MANCHESTER, Arizona State University

IMMUNIZATION & INFECTIOUS DISEASE

THE ARIZONA PARTNERSHIP FOR IMMUNIZATION (TAPI)

INJURY & VIOLENCE PREVENTION

GERRY ANDERSON, Citizens Acting to Prevent Gun Violence

ENVIRONMENTAL HEALTH

PIMA COUNTY BOARD OF HEALTH

MATERNAL INFANT HEALTH

ARIZONA PERINATAL TRUST

ACCESS TO CARE

ST ELIZABETH OF HUNGARY CLINIC

ORAL HEALTH

BRIAN CULLEN D.M.D

HEALTHY GENTE

SAHUARO GIRL SCOUT TROOP #509, DOOLEN SERVICE UNIT

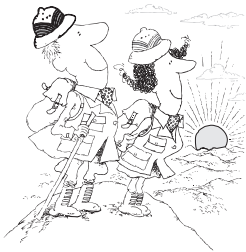
At Work Around the State

Healthy Arizona 2010 minigrants address prevention

FLAGSTAFF TEEN MAZE

Coconino County Department of Health

A community-wide event, focused on middle and high school-age teens, that presents opportunities to explore risk behaviors and learn good decision-making.



TAKE A HEALTH TRIP

Wellness Council of Tucson

A structured physical activity process for individuals at worksites and organizations. Participants do their own activities which progress them across America to such virtual sites as "Cholesterol Springs", CO and "Aerobiquerque", New Mexico.

ACCESS TO PRIMARY CARE PROJECT

Coalition for

African American Health

A faith-based initiative addressing the African-American population in Pima County. Focus is on access to care and promotion of prevention and healthy behaviors.

DOMESTIC VIOLENCE AWARENESS

Mt. Graham Safe House

Develops and delivers a domestic violence training program in Safford, AZ, in order to increase understanding and support for local DV interventions.

SAFE SUN BEHAVIORS

Thunderbird

Samaritan/Banner Health

Multi-media and public service campaign to promote safe sun behaviors for AZ children.

INTER-TRIBAL NETWORK TO PROMOTE PHYSICAL ACTIVITY

Hualapai Tribe Health Department

Collaboration among seven small tribes in promoting physical activity and the physical fitness of youth and adolescents.

MOHAVE COUNTY PHYSICAL ACTIVITY WEB PAGE

Mohave County Department of Health

Develops a web page, targeted to Mohave County adults at their worksites, that promotes physical activity and provides resource information.

MOVING ON TO COMMON GROUND

Arizona Coalition on Adolescent Pregnancy and Parenting

Brings together stakeholders with differing views of solutions to teen pregnancy rate and attempts to build greater collaboration from all sides.

TRANSPORTATION FEASIBILITY STUDY

Apache County Health Department

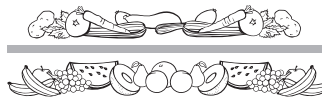
Studies transportation needs as they relate to access to health services in elderly and low income target group.

SCHOOL-BASED GLEANED FOOD PROJECT

ASU/St. Mary's Food

Bank/Crockett Elementary School

Provides fresh fruits and vegetables to low-income Hispanic children and tracks changes in both nutrition-related behavior and Cardiovascular Disease risk factors.



FAMILY DIABETES PROGRAM

St. Vincent de Paul Free

Medical and Dental Clinic

Targets Latino families with culturally and linguistically appropriate services and intensive case management. Includes staff training (cultural competence).

LATINO/A LEADERSHIP PROJECT

So. AZ AIDS Foundation

Trains Latino/a youth to promote health among their peers with emphasis on responsible sexual behavior. Includes workshops on legislative process and policy development.

HEALTH PASSPORT PILOT

St. Joseph's Hospital, Phoenix

Development of a portable medical record for children in the Arizona foster care system. Includes a link to the Aid to Adoption of Special Kids center where complete diagnostic and treatment records will be kept.

PROMOTION AND MARKETING OF HEALTHY AZ 2010 TO PERSONS WITH SERIOUS MENTAL ILLNESS

Cope Behavioral Services

Addresses target group that is at risk for chronic physical illness due to lack of physical activity. Uses mini health fair approach with screening, education and promotional activities.

BUILDING BETTER BONES WEBSITE

AZ Osteoporosis Coalition

Provides information directed to adolescents on helping to prevent osteoporosis through lifelong calcium intake.



"BANG, BANG YOU'RE DEAD"

Casa Grande

Union HS District

A theater experience for high school students that addresses school violence. Establishes discussion groups and ongoing student leadership for continued non-violence activities.

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Healthy Arizona 2010 Board Members:

Kent Campbell, M.D.,
M.P.H, Chair
Amanda Accatino
Rep. Carolyn Allen
Anna Alonzo
Jim Apperson
Tiffany Bock
Burt Brill
Irma Bustamante
Maureen DeCindis
Sharon Davids
Elsie Eyer
Sen. Sue Gerard
Miranda Graves
Jill Guernsey de Zapien
Li Ann Hathaway
Roger Hughes
Marla Husz, O.D.
Vernon James
Dan Johnson
Carol Kratz
Cheri Levenson
John Lewis
Rep. John Loreda
Carolyn McBurney
Sandi Perez, Ph.D
Arthur Reeves
Andy Rinde
John Rivers
Cecilia Rosales, M.D.
Monsignor Ed Ryle
Jacqueline Schafer
Victorio Vaz
Helene Weir
Debi Wells
Gerry Wissink
Barbara Worgess
Michael Young

“Chipping Away”

Geri Tebo, Project Manager, Healthy Arizona 2010



If it's challenging to address one prevention issue, a plan that encompasses twelve focus areas and 52 objectives could really be overwhelming! But what makes the work of Healthy AZ 2010 so encouraging is the energy that comes from statewide participation. Since the planning process started in 1999, hundreds of people have touched 2010, each contributing something different. Collectively, we're chipping away at some of the most significant health issues in Arizona.

In the area of access to care, there are 2010 projects focused on cultural competence and community empowerment. Physical activity, a huge factor in the prevention of chronic disease, is part of the 2010 initiative, from walking clubs to wellness in the workplace. The mental health team is developing a brief guide on suicide risk for primary care physicians. Nutrition teams are implementing social marketing strategies to reach more diverse populations. And recently, the substance abuse team began work on a designated driver program that could reduce the numbers of alcohol-related fatalities.

Changing the numbers is what we're about. Arizona's health indicators often seem

intractable despite our best efforts, yet waiting for some meta-solution would be folly. The collaboration that increased during the last decade, arising out of fiscal necessity, will take us successfully through the next one, as we gain from each other's insight and experience as well as resources.

What's next? We expect to fund additional mini-grants this fall, targeting schools and focusing on prevention of cardiovascular disease. Our board continues to develop and we recently added three new members: Sharon David, Parish Nurses Association; Jill de Zapien, Associate Dean, UA College of Public Health; and, Helene Weir, Executive Director, Christown YMCA. With our website expansion we are becoming more proactive in our inventory of local projects. ADHS team leaders will convene in mid-September for an update on measurement of target areas and planning for 2003. And this newsletter will hopefully help us to expand our communication and increase dialogue on local as well as statewide initiatives. To stay current with our activity, please visit our website or call 602-542-1223.

At Work Around the State

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EL GRAN MERCADO PREVENTIVE HEALTH FAIR INITIATIVE

Concilio Latino de Salud
Delivers health education information, focused on responsible sexual behavior and HIV prevention, to attendees at weekly swap meet (40,000 persons/week attend). Materials are culturally and linguistically appropriate for Latino target population.

KIDS NUTRITION DERBY

Scottsdale Healthcare
Nutrition program focused on school-age children and held outdoors. Children move through 15 activity stations designed to enhance learning of nutrition principles.

MELD (Minneapolis Early Learning Design) Program

Horizon Human Services
Support and education program for at-risk young parents (single, low income) covering a variety of topics that increase protective factors. Emphasizes healthy eating, simple cooking, and 5-a-day.

ADHS
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